



The Best Ways to Sell Partnership Policies Turn Prospects into Clients: Tools You Can Use



“What You Need to Know *NOW* About Long-Term Care”

One of The Partnership’s major missions is making objective, high-quality information on the need for long-term care accessible to California citizens. We recognize that LTC agents are the prime source of information on the costs and features to be found in LTC insurance policies. Agents have told us that this 32-minute VHS videotape is “the most complete, easy to understand introduction to long-term care issues” they’ve found. Many have several copies that they keep constantly out on loan to potential clients who express an interest in LTC insurance. The clients learn the basics of LTC and think through the issues before their first meeting with the agent.

1–9 copies/**\$10 each**

10–24 copies/**\$8 each**

25–49 copies/**\$6 each**

multiples of 50/**\$3.50 each**

**Video
NEW**

**Brochures
NEW**

“Asset Protection: A Special Benefit Created for Californians”

This 12-page brochure is a clear, concise explanation of the Medi-Cal asset protection feature that is only available in LTC policies certified by The Partnership and bearing its logo. The “tale of Evelyn and Janet” illustrates, in a “real world” type of situation, how this asset protection feature can work to protect their assets and maintain their financial independence.

“Inflation Protection: Why is it So Important?”

This 12-page booklet explains briefly why, even in times of low general inflation, buying an LTC policy *without* built-in *Automatic Inflation Protection* is very risky. “The tale of James and Robert” puts that risk into another easy-to-understand “real world” scenario and compellingly illustrates how an LTC policy without built-in *Automatic Inflation Protection* probably will not provide much support when it is actually needed.

First 50 copies/**FREE**

Additional copies/**\$.35 each**

NEW

“Preserve Your Independence and Secure Lifetime Asset Protection”

This is the “basic” brochure that all The Partnership insurance companies have agreed to provide directly to their agents. It lays out and corrects many of the common misconceptions about LTC insurance coverage (“I’m covered by my health insurance,” etc.) and goes on to explain the major features found in ALL Partnership certified policies. If you are unable to get copies from your insurers you can get them from us.

First 10 copies/**FREE**

Additional copies/**\$.35 each**

Revised

CALIFORNIA PARTNERSHIP MATERIALS REQUEST ORDER

I would like to order the following California Partnership tools:

ITEM	QUANTITY	PRICE	TOTAL
“What You Need to Know <i>NOW</i> About Long-Term Care” (32-minute video)			
“Asset Protection: A Special Benefit Created for Californians” (brochure)	50	FREE	FREE
“Asset Protection: A Special Benefit Created for Californians” (brochure)		.35	
“Inflation Protection: Why Is It So Important?” (brochure)	50	FREE	FREE
“Inflation Protection: Why Is It So Important?” (brochure)		.35	
“Preserve Your Independence and Secure Lifetime Asset Protection” (brochure)	10	FREE	FREE
“Preserve Your Independence and Secure Lifetime Asset Protection” (brochure)		.35	

Please make your checks payable to:
The Department of Health Services

Mail your order to:
California Partnership for LTC
P.O. Box 942732
Sacramento, CA 94234-7320

Items are priced FOB shipping point and are shipped via USPS. To determine mailing cost, use the chart below.

Total Order	Charge
Minimum	\$5.00
\$ 50.01–\$150	\$7.50
\$150.01–\$300	\$14.00
\$300.01+	add 4.5%

Sub-Total

Shipping

Enclosed is my check # _____ for _____

Name		Telephone number ()	
Company		License number (required)	
Address (number, street)	City	State	ZIP code

I plan to sell _____ Partnership-approved policies in the current calendar year.

I am (please check all applicable boxes):

- ☐ An agent
 ☐ A broker
 ☐ LTC certified
 ☐ Partnership certified
☐ Other _____